

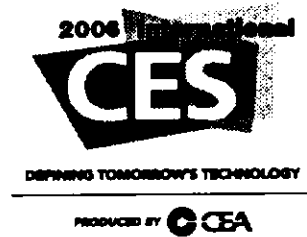
THE 2006 INTERNATIONAL CES® EXHIBITOR OVERVIEW  
JANUARY 5-8, 2006 | LAS VEGAS, NEVADA | [WWW.CESWEB.ORG](http://WWW.CESWEB.ORG)

GET OUT IN FRONT OF THE COMPETITION.



# build your business

WITH THE POWER OF THE INTERNATIONAL CES®



The International CES presents an unparalleled opportunity to get out in front of the competition, build your brand and drive sales in 2006.

No other event brings together all of the essential players in so many sales and distribution channels, including corporate and institutional buyers across vertical markets, OEMs, partnerships and international buyers.

## they're all here at CES.

YOU NEED TO BE HERE, TOO.

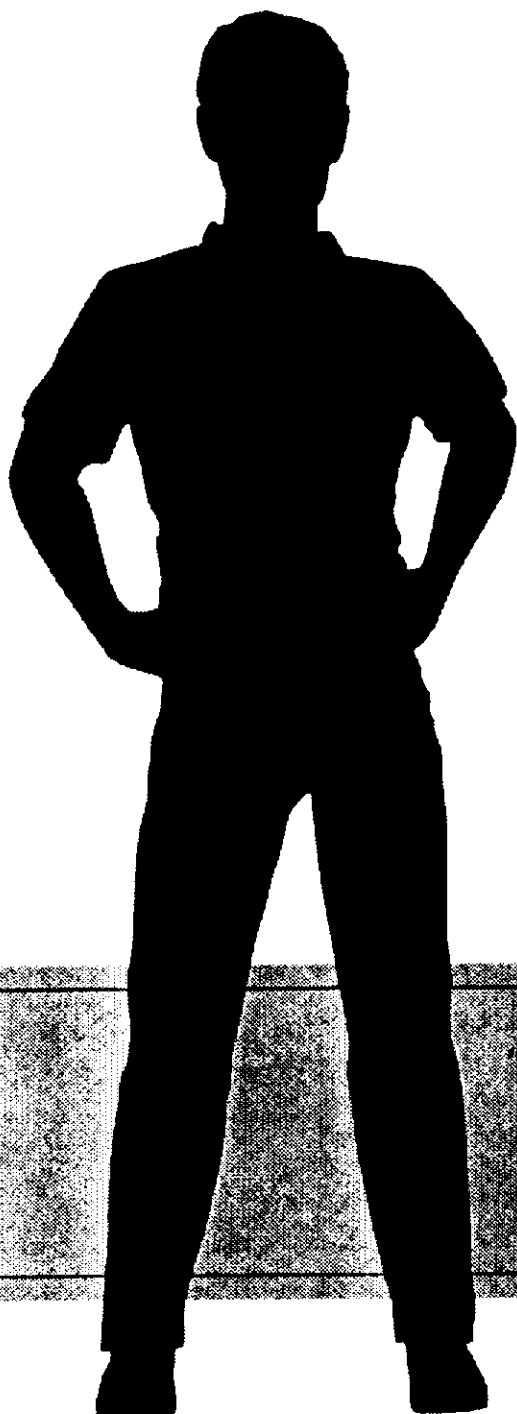
Take advantage of CES' powerful reputation and media coverage to help your business:

- + Reach the broadest range of retail and corporate buying channels
- + Introduce and advance new products and services
- + Connect with your next global business partners
- + Access industry market makers and new vertical markets
- + Gain exposure to key legislators and policy makers

The International CES is the largest annual consumer technology show in the world, creating more positive press and buzz than any other event in the CE industry.

"CES IS A FANTASTIC WORLD-CLASS EVENT. ANYONE WHO'S ANYTHING SERIOUS ABOUT GETTING OUT IN FRONT OF CONSUMER ELECTRONICS SHOULD BE HERE!"

—Paul S. Miller, President, Intel Corporation



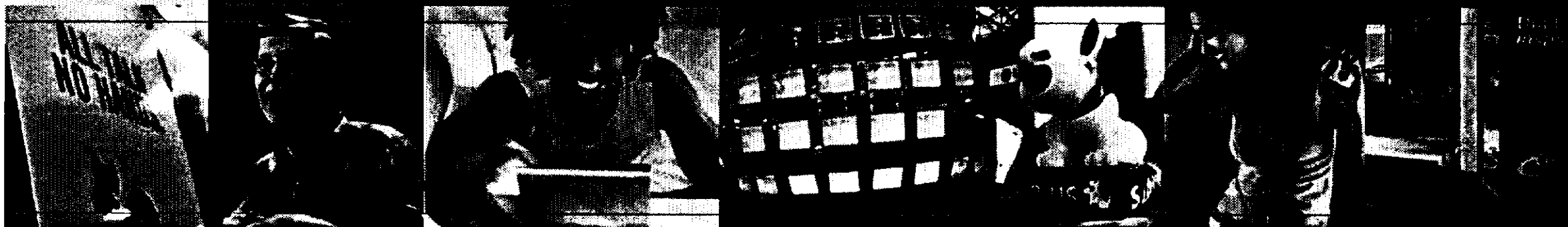
## THE INTERNATIONAL CES IS TECHNOLOGY'S MAIN EVENT,

featuring the world's most innovative products and solutions in consumer electronics, information technology and more. More than 120,000 people, including buyers, exhibitors, and media, to purchase, assess and learn about the latest in technology. It's the only place to find out what's new in technology. It's the only place to find out what's new in technology. It's the only place to find out what's new in technology.

book your space now.

YOU CAN'T AFFORD TO MISS IT.

more than 2,400 exhibitors | more than 120,000 attendees | more than 44,000 buyers  
4,200 members of the media | 1,500 financial analysts | 110 countries



TEL (703) 907-7662 | [EXHIBIT@CESWEB.ORG](mailto:EXHIBIT@CESWEB.ORG) | [WWW.CESWEB.ORG](http://WWW.CESWEB.ORG)

—Henio Arcangeli Jr., senior vice president, Florida International University

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IS THE PLACE TO COMMUNICATE YOUR CORPORATE MESSAGE AND STRENGTHS.



## global reach

UNMATCHED RETURN ON INVESTMENT

**120,000 ATTENDEES. 44,000 BUYERS. 110 COUNTRIES. AND GROWING.**

Retail chains, mass merchants, electronics boutiques, catalog and Internet retailers, corporate and government buyers, OEMs, embedded tech companies, digital content creators, component makers, engineers, R&D and outsource vendors—the entire supply chain uses the International CES to pursue business contacts, licensing deals and joint ventures.

**RETAILERS**—The industry's top 100 send an average 25 representatives to CES.

Amazon.com, Best Buy, Circuit City, CompUSA, eBay, Fry's Electronics, Good Guys, KMart, Office Depot, Office Max, PC Connection, RadioShack, Sam's Club, Sears, Staples, Target, Toys 'R' Us, Tweeter, Wal-Mart and more.

**CORPORATE BUYERS**—Many industry sectors are represented: aerospace, automotive, consulting, entertainment, financial services, government, healthcare, higher education, sports and fitness, travel and hospitality.

American International Group, Bank of America, ExxonMobil, Fannie Mae, FedEx, Ford Motor Company, GE, IBM, JP Morgan Chase & Co., Jaguar, Lockheed Martin, Morgan Stanley, SAIC, SBC Communications, U.S. Department of Defense, U.S. Navy, United Airlines, and many more.

**MAJOR DISTRIBUTORS AND VARS**—Thirteen percent of CES attendees are market suppliers, representing more than 8,000 distributors and 2,500 premium/catalog VAR/dealers.

**INTERNATIONAL**—The International CES attracts 3,100 international retailers, 3,400 distributors, and 750 manufacturers' representatives and more than 40 delegations from 30 countries.

Carrefour, Casino, Daimaru, Dixons, Hudson's Bay Company, John Lewis, Laox, Loblaw, Izumi, Otto and many more.

**MARKET MAKERS**—4,200 press from 45 countries, 1,500 analysts, more government VIPs than any other commercial show and 150 universities represented.

**THE INTERNATIONAL CES IS THE PLACE TO MAKE DEALS.**

## WHAT ARE YOU WAITING FOR?

**CONTACT US!** TEL (703) 907-7662 | [EXHIBIT@CESWEB.ORG](mailto:EXHIBIT@CESWEB.ORG) | [WWW.CESWEB.ORG](http://WWW.CESWEB.ORG)

# technology's launch pad

TAP INTO MAJOR NETWORKS—PLUG INTO TECHNOLOGY TRENDS

The following product categories have reached such critical mass at CES that each one now represents a show-within-a-show. CES has organized the show floors according to these product categories for the benefit of exhibitors *and* attendees, creating a concentrated and vibrant atmosphere in which to do business.

These icons designate the product categories that represent each show-within-a-show at CES. Use them to navigate your way to the information, products and technologies you're looking for:



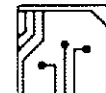
Audio Products  
+ Technologies



Digital  
Entertainment



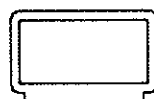
Digital Imaging,  
Content + Creation



Embedded  
Technologies

new  
in 2006

FutureScape:  
Imaging. Technology.  
Tomorrow.



Home  
Theater



Information  
Technologies



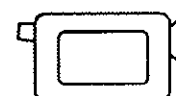
International  
Business



Mobile  
Electronics



The Networked  
Home



Video



Wireless

This commitment to cross-category growth reflects the Consumer Electronics Association's™ (CEA) dedication to building and growing the CE industry as a whole. Unlike other shows, *the International CES does not profit from your investment as an exhibitor.* All revenue from the show is reinvested back into the consumer electronics industry through the activities of the CEA.



intel®

Microsoft®



MOTOROLA

Panasonic  
Broadcast & Television Systems Company

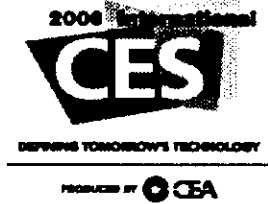


Sprint®



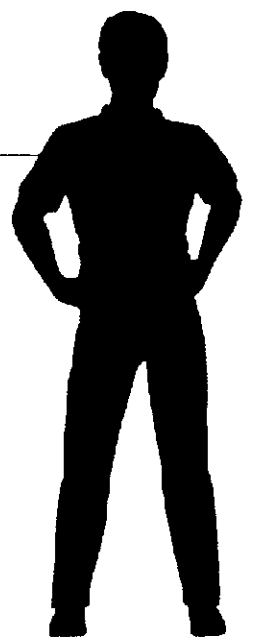
TEXAS  
INSTRUMENTS

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**FUTUREScape AT THE SANDS** features the digital imaging, emerging and embedded technologies at the heart of the International CES.

**A NEW VENUE FOR 2006:** The Sands Expo and Convention Center will house emerging technologies, enabling technologies and the award-winning new applications that keep the industry on a growth trajectory.



CONSUMER ELECTRONICS BUSTS LOOSE WITH  
**FUTUREScape: IMAGING. TECHNOLOGY. TOMORROW.**  
DEBUTING AT THE SANDS EXPO AND CONVENTION CENTER IN 2006.

For more information about exhibiting at the 2006 International CES, call (703) 907-7662, e-mail: [Exhibit@CESweb.org](mailto:Exhibit@CESweb.org) or visit [www.CESweb.org](http://www.CESweb.org).

# the 2006 International CES

A VIBRANT AND GROWING SHOW

CONSIDER THESE NUMBERS:

The International CES was one of the first shows to conduct a verified attendee audit, and we stand by our numbers.

- + 89% of the CE industry's \$108 billion buying power attends or exhibits at CES
- + Nearly three-quarters of attendees are final decision makers
- + One of every three attendees is a senior-level executive
- + 100 conference sessions and 300 expert speakers represent an unrivaled source of business intelligence

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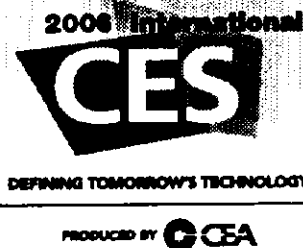
YOUR BUSINESS STARTS HERE.

THE INTERNATIONAL CES IS THE TECHNOLOGY EVENT OF 2006.

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to learn more

ABOUT EXHIBITING AT THE 2006 INTERNATIONAL CES, CALL (703) 907-7662, E-MAIL: [EXHIBIT@CESWEB.ORG](mailto:EXHIBIT@CESWEB.ORG) OR VISIT US  
ON THE WEB AT [WWW.CESWEB.ORG](http://WWW.CESWEB.ORG).



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